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# Prospects for Foreign Trade in

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**TOBACCO**

Foreign Agricultural Service  
UNITED STATES DEPARTMENT OF AGRICULTURE  
December 1962

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# PROSPECTS FOR FOREIGN TRADE IN TOBACCO

## SUMMARY

Exports of unmanufactured tobacco from countries outside the Sino-Soviet bloc reached a record level in 1961--1.68 billion pounds--and indications are that 1962 exports were close to the record 1961 figure. It is likely that exports in 1963 will be below the record highs of the past 2 years--a period during which cigarette output continued its steady rise, some buildup of stocks occurred, and blue-mold damage to crops in several countries in Western Europe necessitated stepped-up tobacco imports. The world record crop of tobacco in 1962, together with the generally larger stocks on hand in importing countries, will provide supplies adequate to meet any foreseeable demand in the coming year.

## WORLD CONSUMPTION

The steady upward trend in world cigarette consumption is the key factor affecting the level of world tobacco exports. In 1961, world cigarette output totaled about 2,334 billion pieces, and indications are that the 1962 total was around 2,400 billion. World cigarette output in 1962 was about 50 percent larger than average production during the period 1951-55.

Cigarette smoking accordingly continues to gain in most countries of the world, despite recurring publicity concerning the "tobacco versus health" controversy. Last year wide press coverage was given throughout the world to developments in the United Kingdom where the Royal College of Physicians issued a pamphlet early in 1962 purporting to relate cigarette smoking to incidence of cancer and other diseases. Steps were taken toward the reduction of cigarette advertising in the United Kingdom, and consumption immediately declined. It is too early to assess the full effects of the "tobacco versus health" controversy on the United Kingdom's cigarette consumption. Recent information indicates that the impact has not been as severe as expected. Other countries, including Denmark, Finland, Italy, Norway, and New Zealand have adopted measures to restrict advertising of cigarettes. The effect of these measures cannot be determined at this time.

Cigarette smoking is expected to increase further in 1963 in most countries of the world. Thus a high-level world export trade seems assured, barring unforeseen developments in the international situation. But the quantity of tobacco moving in world trade in 1963 is not likely to equal the level of the past 2 years.

Percentage gains in world cigarette output from year to year exceed percentage increases in world tobacco production and trade. World requirements of leaf tobacco are rising at a less rapid pace than might be expected, considering the gains in cigarette smoking.

This situation reflects (1) the generally declining demand for tobacco products other than cigarettes; (2) the dependence mainly upon domestic supplies of leaf in

countries where cigarette smoking is showing the largest gains on both an absolute and a percentage basis; (3) the trend towards use of filter tips, which usually require less tobacco per cigarette than regular cigarettes; and (4) the ability of manufacturers to make larger members of regular cigarettes from a given quantity of tobacco than formerly, by using a larger percentage of the leaf. Consequently, world exports of leaf tobacco, which rose about 30 percent from 1951-55 to 1962, fell well short of the percentage gains in cigarette output for the similar period.

## WORLD PRODUCTION

World production of tobacco set a record in 1962--9.1 billion pounds, compared with about 8.7 billion in 1961.

The world crop of flue-cured leaf in 1962, at 3.5 billion pounds, also was at an alltime high. The previous year's harvest totaled 3.4 billion pounds. In 1962 larger crops in the United States, India, and Japan more than offset smaller production in the Federation of Rhodesia and Nyasaland, Brazil, and Canada. The U.S. crop, at 1.37 billion pounds, was more than 100 million larger than the 1961 harvest. The Rhodesian harvest was only slightly under 1961--234 million pounds compared with 237 million. Adverse weather conditions, including hail and frost damage, reduced Canadian production of flue-cured about 7 percent from the 195 million pounds harvested in 1961. The Brazilian harvest was about 40 million pounds below 1961.

World production of oriental leaf, which ranks next to flue-cured as the most important kind entering world trade, totaled about 1.1 billion pounds in 1962--11 percent more than in the previous year, but a little lower than average production in 1955-59. Larger crops of oriental tobacco in Greece, Yugoslavia and Bulgaria more than offset a drop in Turkish production.

World production of most other kinds of tobacco in 1962, except for burley and dark sun-cured, showed no significant changes from the previous year. The burley crop in the United States, at 614 million pounds, was about 35 million larger than in the previous year. Larger crops of burley also were grown in 1962 in Canada, Mexico, Brazil, Chile, West Germany, Greece, Italy, Morocco, the Rhodesias and Nyasaland, and Japan. The world crop of burley in 1962 was up 7 percent from 1961. World production of burley may be encouraged by the growing world demand for American-type blended cigarettes, made from a combination of flue-cured, burley, and oriental tobaccos. Several burley-producing countries are showing keen interest in expanding production of this type of tobacco, and other countries not now growing burley are expected to begin its production soon.

The incidence of blue mold in Western Europe in 1962 was not as severe as in previous years--with the exception of Spain. Damage was comparatively slight in Italy, where the 1961 crop had been drastically cut by the disease. The Italian crop in 1962, still far smaller than the average for 1955-59, nevertheless showed sharp recovery from the previous year's extremely small harvest.

There was some damage to the crop in Greece and France, and indications are that the Spanish crop was more severely affected than in previous years. There were no reports of damage to the West German crop, which, however, was still below normal. Yugoslav production recovered from the extensive blue-mold incidence



of 1961, but its crop was not as large as normal, mainly because of dry weather. In Turkey, a combination of blue mold and dry weather reduced the 1962 crop below the previous year's. Yields in Turkey were at an alltime low.

It is likely that the 1963 crops of flue-cured and oriental leaf in most major producing countries will be at least as large as in 1962. The Federation of Rhodesia and Nyasaland expects a record harvest of flue-cured in the spring of 1963, and heavy demand for oriental leaf at favorable prices to growers is likely to encourage larger crops in both Greece and Turkey.

## INTERNATIONAL TRADE

Gains in world tobacco consumption have been reflected in sharp increases in world trade during the past 2 years. Free World exports, at 1.68 billion pounds, set a record in 1961, compared with 1.52 billion in 1960. Indications are that 1962 exports were close to the record 1961 figure. A part of the large world export trade in both 1961 and 1962 resulted from the short 1961 crops--damaged by blue mold--in several Western European countries. Also, there was some stock buildup in others.

The United States, whose tobacco exports have been well maintained on an absolute basis, has not shared percentagewise in increased world tobacco export trade. The U. S. share of Free World exports in 1961 was only about 30 percent, compared with an average of nearly 35 percent in 1955-59, and 38 percent in 1950-54. Most of the gains in Free World exports have been accounted for by the Federation of Rhodesia and Nyasaland, Turkey, India, Greece, Brazil, the Philippines, Japan, Italy, and Colombia.

In 1961, many of these countries' tobacco exports were at record or near-record levels, and exports continued to remain high in 1962.

Exports from the Federation of Rhodesia and Nyasaland in 1961, at 210 million pounds, set a record, and indications are that in 1962 another record was established. The Federation ranks next to the United States as a tobacco-exporting country, and its share of Free World trade has increased appreciably during the past decade. In 1950-54, the Federation's exports represented only 9 percent of total Free World export trade, but this figure rose to about 13 percent for both 1960 and 1961. A further gain is believed to have occurred in 1962. The Federation is the second largest exporter of both flue-cured and fire-cured leaf.

The Federation is making strenuous efforts to increase further its share of world tobacco export trade. Trade missions, under the auspices of the Tobacco Export Promotion Council of Rhodesia and Nyasaland, have visited many areas of the world to promote sales of tobacco. Floating exhibitions of leaf tobacco have called at important port cities in tobacco-importing countries to acquaint prospective buyers with Rhodesian tobaccos. It is probable that promotional efforts will be intensified in the years ahead.

Major markets for Rhodesian leaf include the United Kingdom, West Germany, the Netherlands, Australia, Belgium, Japan, Malaya, and Hong Kong. Most of these countries are increasing their purchases of leaf from the Federation, and all of them are also major outlets for U.S. tobacco.

India's exports have been at near-record levels in recent years. Exports in 1961 totaled 108 million pounds, consisting mainly of flue-cured tobaccos. India is the third largest exporter of this kind of leaf, with major markets including the United Kingdom, the Soviet Union, Belgium, the Netherlands, and France.

Canada is also emphasizing larger world trade in tobacco. In 1962, Canadian exports are believed to have set a new record, exceeding the previous high of 48 million pounds in 1955. Most exports from Canada consist of flue-cured tobacco moving to the United Kingdom.

Flue-cured tobacco is the most important kind moving in Free World trade. In 1961, flue-cured leaf made up about 43 percent of total trade and the percentage was about the same in 1962. The U.S. share in Free World exports of flue-cured, however, has been dropping rather steadily over the past decade, and in 1961 it accounted for 55 percent, compared with 66 percent in 1950-54.

Major producer-exporters of oriental leaf enjoyed near-record trade in 1961 and 1962. Combined exports from Greece and Turkey in 1961 totaled 340 million pounds, compared with averages of 221 million in 1950-54 and 274 million in 1955-59. The 1962 exports from these countries are believed to have approximated those for 1961. Exports of oriental leaf in 1963, however, will be below those of the past 2 years because of smaller availabilities in Turkey.

Exporters of dark tobaccos, including Brazil, the Philippines, Colombia, and the Dominican Republic had record or near-record shipments in 1961, and exports remained high in 1962. A substantial portion of the increase, however, resulted from the shortfall in domestic production in Western Europe.

Tobacco trade developments in the six countries of the European Economic Community (EEC) will be a big influence on the level of U.S. exports in the coming year. Tariff levels in these countries will tend to step up importation of tobaccos from areas whose leaf is lower in price than U.S. leaf. If the Common Market is expanded, as now seems likely, to include other countries in Western Europe, U.S. exporters will face additional difficulties in maintaining their foreign markets, unless more equitable tariff rates can be negotiated. The Trade Expansion Act of 1962, recently enacted into law by the U.S. Congress, provides a means of entering into negotiations. (A more detailed discussion of the probable effects of the Common Market duties on tobacco trade patterns is contained in a subsequent section of this report.)

## U. S. PROSPECTS IN EEC AND OTHER AREAS

Almost a year has passed since the end of the Geneva negotiations which established the current external duty rate for tobacco imported by the Common Market countries. As a result of these negotiations the Common external duty of the EEC was set at 28 percent ad valorem with a maximum of 17.2 cents and a minimum of 13.2 cents per pound.<sup>1</sup> In addition, as a result of association arrangements with the EEC, supplies from a number of important tobacco producing areas, such as

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<sup>1</sup>The duty on higher priced tobacco (over \$1.27 per lb.) is 15 percent ad valorem with a maximum of 31.8 cents per lb.



Greece, Madagascar, and Algeria, will eventually have duty-free access to all EEC countries. French imports of tobacco from Madagascar, Algeria and other former French areas are already duty-free.

Greece is now an associate member and is sending tobacco to member countries at 50 percent of the original duty rates in the individual EEC member countries. The EEC duty on Greek tobacco is to be eliminated by the end of 1967. The same duty reduction schedule and, finally, duty-free access throughout EEC will encourage Italian tobacco production for export to other EEC member countries.

The EEC countries made the first adjustment toward a new common external tariff in the July-August period of 1962. In making adjustments, import duties are being increased in Belgium, Luxembourg, the Netherlands, France, and Italy and are being reduced in Germany. The new duty structure has been in effect too briefly for its influence to be observed on the pattern of EEC imports.

For the first time, U.S. tobacco is faced with EEC import duty rates that penalize it because of its higher quality and price. Formerly all tobacco duties of the individual member countries of the EEC were specific types--that is, a fixed charge per pound regardless of the price per pound. Several authorities on import duties and tobacco trade believe that the duty differential--which will result in the higher priced U.S. tobacco being assessed 4 cents per pound more duty than that on the lower priced tobacco--will lead to decreasing imports of U.S. tobacco and an increase in imports of the lower priced leaf. Most analysts believe, therefore, that this 4-cent-per-pound handicap will prevent U.S. tobacco from maintaining its share of the growth in EEC tobacco consumption.

The Common Market to date has not established a common agricultural policy covering the production, marketing systems, pricing, and manufacturing of tobacco nor the sale of manufactured tobacco products within the area. Likewise, it has not resolved the problem of excise taxes on tobacco manufacturers. Two countries, France and Italy, have state tobacco monopolies, while there are private manufacturers in Germany and Benelux. The operations and policies of these can be harmonized, but this has not yet been done. The ultimate decisions reached in setting up a common agricultural policy, will have a direct bearing on leaf usings in these countries.

Estimates of how much the policies of EEC may affect U.S. exports in the next few years will need to be modified if the United Kingdom and other countries become members of the EEC. Such a union will not only change the make-up of the area covered by the EEC common external duty rate, but it will also affect the level and type of excise taxes on manufactured products. The United Kingdom is now the largest importer of U.S. tobacco.

Several other members of the European Free Trade Association (EFTA) are expected to become full or associate members of the EEC. Further integration of Europe will change the internal competitive situation of the tobacco industries of all member countries.

In other areas of the world, U.S. tobaccos still face important trade barriers in the form of high import duties, import license and foreign exchange regulations, bilateral trade agreements, including purchase agreements (such as those that exist

between Rhodesia and the United Kingdom, or Rhodesia and Australia), preferential duty treatment, and "mixing" regulations. At present, the rigid import control policies and high duties of the Philippines continue to pose serious problems with regard to U. S. exports to that country.

Trade barriers of many countries limit U. S. exports, but some of the more important influences probably result from those in effect in France, Italy, Austria, Australia, the United Kingdom, Portugal, the Philippines, and Venezuela. The effect of the new preferential arrangements of EEC for Greece and the other associated areas will become increasingly important factors in determining patterns of the tobacco trade.

## MARKET DEVELOPMENT ACTIVITIES

Tobacco promotion projects are now in operation in Japan, Thailand, and France. Proposed programs in Austria, the Netherlands, and Spain are expected to be in effect in early 1963.

The advertising and promotion ideas are concentrated on projecting an image of a product using U. S. tobacco. The programs have been highly successful in Japan and Thailand and have been important in maintaining U. S. exports of tobacco to France.

A new cigarette containing a large percentage of U. S. leaf was introduced at a trade fair in Spain, and the initial advertising program in 1963 will feature this brand.

An intensive promotion program is planned in the Netherlands to advertise cigarettes and smoking tobacco with a high content of American tobacco. This will be the first project undertaken to promote tobacco products other than cigarettes.

The project in Austria will be conducted through press, radio, television, and other advertising media and should result in a substantial increase in U. S. exports of tobacco to that country.

Continued efforts will be made to encourage foreign tobacco officials to visit the United States under the auspices of the market development program. Delegations from Japan, Belgium, and the United Arab Republic visited in 1962, and several other groups are expected in 1963.

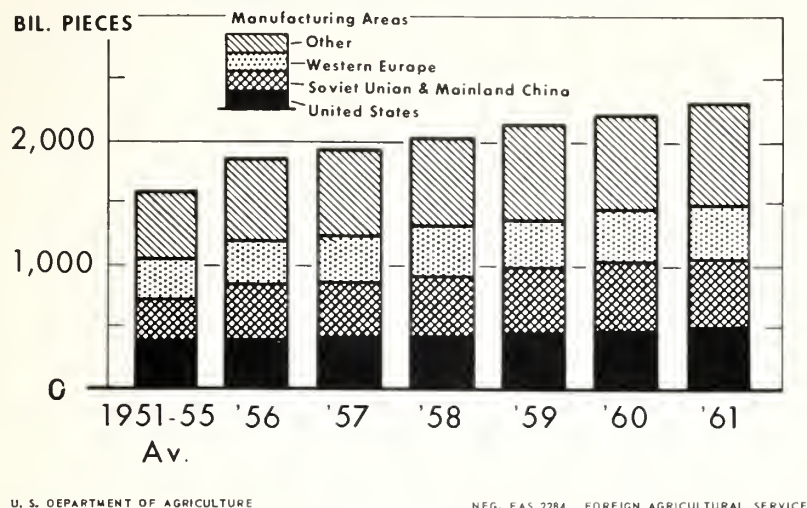
Participation in trade fairs is an important factor in the development of new and larger markets for U. S. tobacco. These international events afford an excellent opportunity to advertise U. S. tobacco effectively to many foreign consumers by means of demonstrations of packaging methods and sample distribution of the products.

Two economists from land grant colleges conducted a market survey in the U.A.R. in 1962 in regard to a proposed promotional program for U. S. tobacco, and other studies of this nature are expected to be in operation in 1963.

U. S. tobacco marketing specialists visited Europe, Africa, the Middle East, the Far East, Australia, and New Zealand during the past year to confer with foreign

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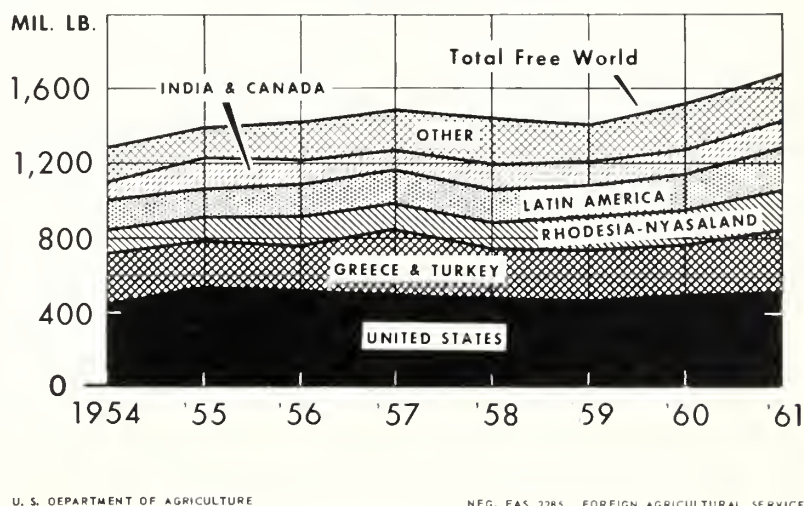
## Rise in World Cigarette Output Increases Tobacco Requirements



World cigarette output is expected to continue to grow—though at a somewhat lower annual rate than that of the past few years—with important effects on trade in unmanufactured tobacco. Rising cigarette use in Western Europe, where many countries grow little or no tobacco, will require stepped-up imports, while increased production of blended cigarettes in certain Asian and Latin American countries will cause increased imports of high-quality tobacco. (See Appendix table 1.)

Free World exports of unmanufactured tobacco for 1962 are expected to be near the 1961 record of 1.68 billion pounds. U.S. shipments are not maintaining their share of the Free World total, at 30 percent for 1961 compared with 33 percent for 1960 and 38 percent for 1950-54. Combined shipments from the Rhodesias and Nyasaland, India, Greece, Turkey, Canada, Italy, Brazil, Japan, and Colombia have been accounting for the rising totals in recent years. (See Appendix table 2.)

## U. S. Tobacco Exports Steady; Competitors Gain



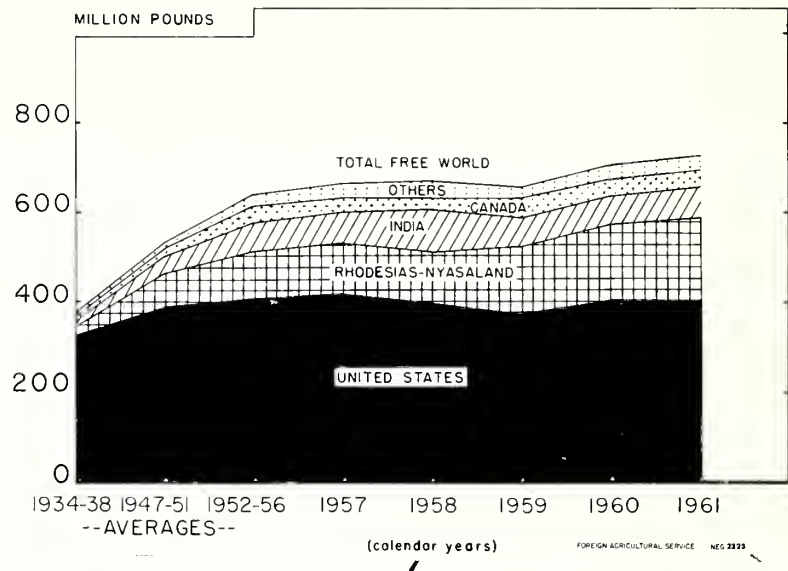


## FLUE-CURED TOBACCO: ESTIMATED FREE WORLD EXPORTS

Rising demand for cigarettes made from light tobaccos has pushed up exports of flue-cured tobacco—the principal kind in world trade. Free World shipments in 1962 were about 760 million pounds, nearly half of the Free World total, against 531 million in 1947-51.

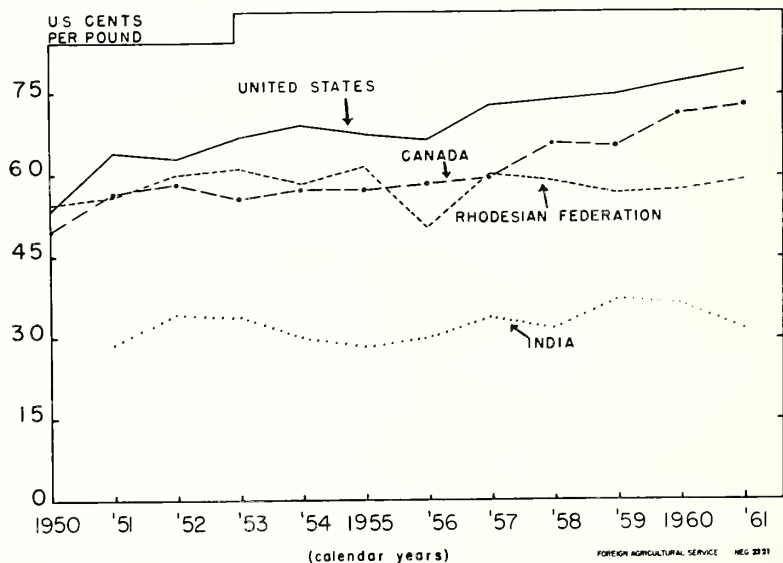
Countries showing significant gains are Rhodesia-Nyasaland, Canada, and India. Rhodesian exports in 1962 very likely approached 195 million pounds.

But U.S. exports have not changed much from levels of the early 1950's. (Appendix table 3.)

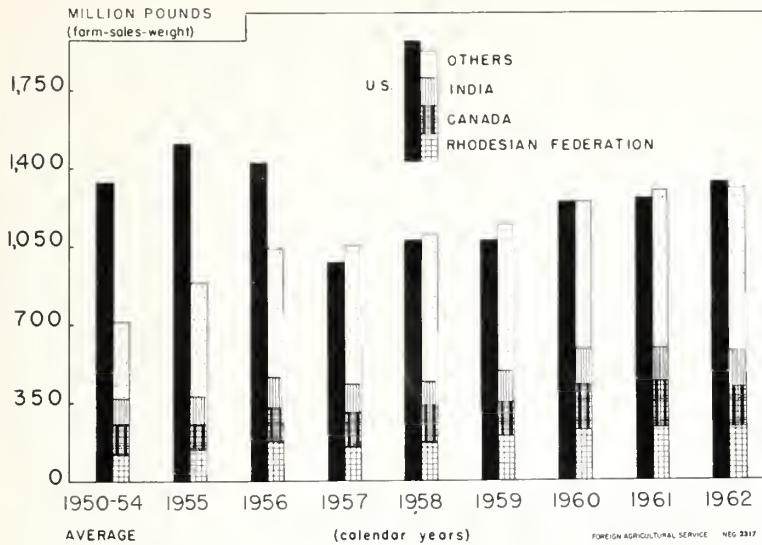


## FLUE-CURED TOBACCO: AVERAGE EXPORT PRICES, BY MAJOR EXPORTERS

Gains in U.S. competitors' shipments of flue-cured have been the result of preferential tariff treatment, dollar shortages, and lower prices for similar qualities of low- and medium-grade tobacco. The chart cannot indicate the actual price differences for quality in the percentage composition of actual shipments by grades. An increasing portion of U.S. shipments is of higher grades, for blending with lower qualities from other suppliers or from domestic output. (See Appendix table 4.)

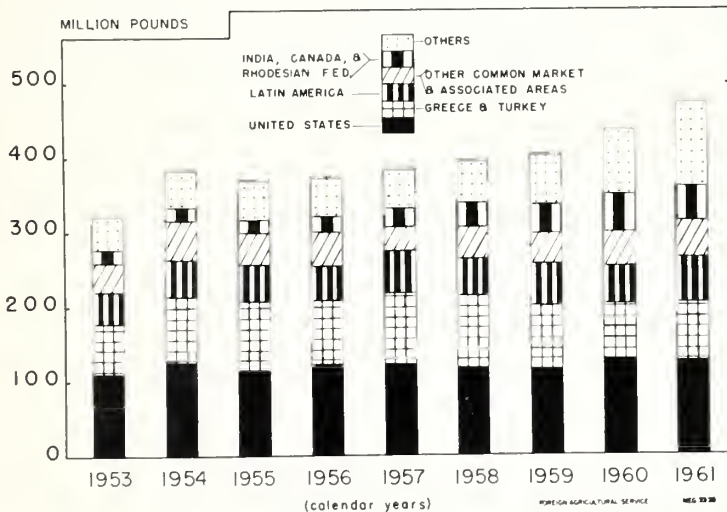


## FLUE-CURED TOBACCO: FREE WORLD PRODUCTION



With growing consumer interest in light-type cigarettes and filter tips, the demand for flue-cured leaf has created a tremendous incentive for producing countries other than the United States to expand output. Lower labor costs in several competing countries have assisted a rapid increase of production for export. An early season drought kept the 1962 Rhodesian crop slightly below the record of 1961, but the 1963 crop may approach 260 million pounds on the same planted acreage as in 1962. (See Appendix table 5.)

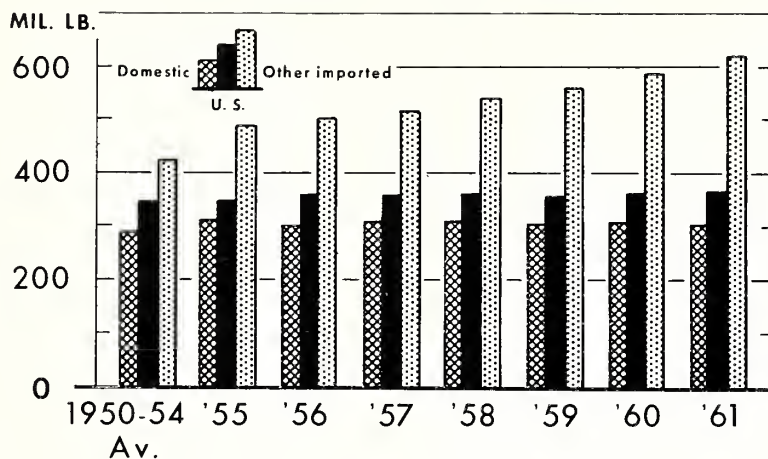
## UNMANUFACTURED TOBACCO: EUROPEAN COMMON MARKET, IMPORTS FROM MAJOR SUPPLIERS



In 1961, the six Common Market countries purchased more than one fourth of total U.S. tobacco exports. This area is a large and growing importer of tobacco, and revisions in its tariff rates are certain to have far-reaching trade effects. Though the quantity of imports from the United States held up well in both 1961 and 1962, the U.S. share of the total fell below 1953-57. Most of the import gain was accounted for by Rhodesian, Indian, Japanese, Philippine, Dominican, Brazilian, and Bulgarian tobaccos. (Appendix table 6.)



## Use of U. S. Leaf Tobacco in Western Europe Stable; Other Imported Rises Sharply



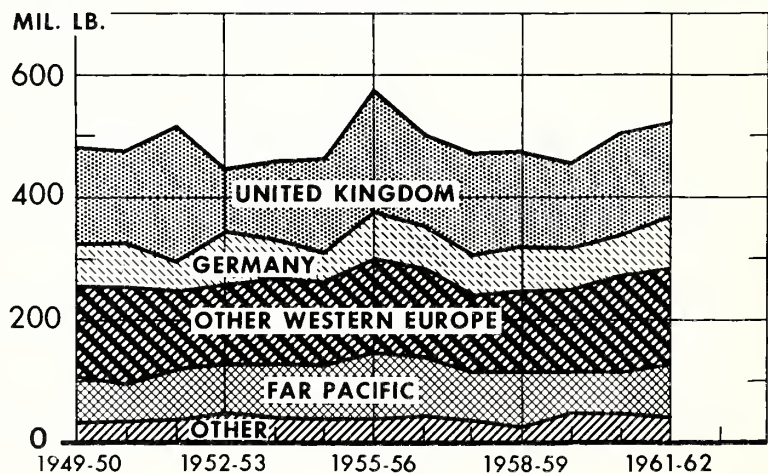
U. S. DEPARTMENT OF AGRICULTURE

NEG. FAS 2286 FOREIGN AGRICULTURAL SERVICE

About three-fourths of all U.S. tobacco shipped abroad goes to Western Europe. Leaf usings in 16 Western European countries are rising, but not the use of domestic and U.S. tobaccos; other foreign leaf has accounted for the gain. If the percentage of U.S. leaf used in 1961 had been equal to that of 1950-54, factory use of U.S. leaf in the 16 countries would have been nearly 60 million pounds more than the 363 million it actually was. Use of other imported tobaccos increased by about 200 million pounds. (See Appendix table 7.)

U.S. tobacco exports in fiscal 1962 were 3 percent larger than in 1961 and the largest for 6 years. Shipments in 1963 are likely to be somewhat smaller. The United Kingdom continues to be the principal export market for U.S. tobaccos. Combined shipments to the United Kingdom, the Netherlands, Belgium, Sweden, and Ireland were down slightly in fiscal 1962, but this decline was offset by larger exports to West Germany, Japan, Italy, Switzerland, Thailand, Malaya, Hong Kong, and the Philippines. (Appendix table 8.)

## EXPORT MARKETS FOR U. S. TOBACCO



UNMANUFACTURED, DECLARED WEIGHT, FISCAL YEAR.

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 487-62 (9) ECONOMIC RESEARCH SERVICE



Above, a new American-type blended cigarette is introduced to the Spanish public at the 1962 Madrid Trade Fair. The U.S. Tobacco Exhibit, sponsored by the U.S. and Spanish trade and by U.S.D.A., demonstrated cigarette making and packaging on the site.

*(Text continued from Page 6)*

government and trade officials in each country. Their purpose was to obtain as much information as possible which could be used to develop new markets and to maintain or expand existing markets.

Two teams of U.S. tobacco trade officials visited Western Europe for the purpose of promoting the utilization of American dark tobaccos.

Cooperator representatives from the flue-cured and burley groups visited countries in the Far East and Europe to check on the progress of existing market development projects and to work out desirable changes where needed. They also conferred with the Austrian Tobacco Monopoly and Dutch trade officials relative to proposed programs for 1963 in Austria and the Netherlands.

Most U.S. tobacco moves into export through regular "dollar" sales. However, exports to countries whose dollar resources are insufficient to purchase their requirements of U.S. tobacco are being encouraged by means of sales for local currencies under Title I of Public Law 480.





# MAJOR TRADE BARRIERS TO IMPORTS OF UNMANUFACTURED TOBACCO, 1962

COUNTRY	MONOPOLY AND STATE TRADING	MIXING REGULATIONS	PREFERENTIAL DUTIES	IMPORT LICENSES OR QUOTAS ①	BILATERAL AGREEMENTS, PURCHASE COMMITMENTS ①
African Associates of EEC			●		
Argentina				●	
Australia		●	●		●
Austria	●				●
Benelux					●
Bolivia		●			
Ceylon			●		
Colombia	●			●	
Cyprus			●		
Ecuador		●		●	
Egypt				●	●
France	●				●
French Guiana	●				
Germany, West		●			●
Haiti	●				
Hong Kong			●		
India				●	
Iran	●				
Iraq	●				
Israel				●	
Italy	●				●
Japan	●				
Jordan				●	
Korea	●				
Lebanon	●			●	
Libya	●				
Malaya			●		
Marocco	●				●
New Zealand		●			
Paraguay	●				
Peru	②				
Philippines				●	
Portugal		●	●		
Singapore			●		
Samalia	●				
South Africa	③		④	●	●
Spain	●				
Syria	●			●	
Taiwan	●				
Thailand	●				
Tunisia	●				●
Turkey	●				
United Kingdom			●		●
Uruguay		●			
Venezuela				●	

①MANY OTHER COUNTRIES HAVE SUCH ARRANGEMENTS BUT ARE NOT LISTED IF THESE CONTROLS HAVE LITTLE EFFECT OR IF OTHER MORE EFFECTIVE CONTROLS ARE USED. ②OPERATED BY PRIVATE COMPANY. ③MANUFACTURING IS OPERATED BY COMPANY BUT ALL IMPORTS ARE CONTROLLED BY THE TOBACCO BOARD. ④FOR IMPORTS FROM FEDERATION OF RHODESIA AND NYASALAND ONLY.

## STATISTICAL APPENDIX

TABLE 1--Cigarettes: World output by major producing areas, averages 1935-39 and 1951-55, annual 1956-61

Year	United States	Soviet Union and Mainland China	Western Europe	Others	Total
	<i>Billion pieces</i>	<i>Billion pieces</i>	<i>Billion pieces</i>	<i>Billion pieces</i>	<i>Billion pieces</i>
Average:					
1935-39....	164	170	196	252	782
1951-55....	418	334	321	545	1,618
Annual:					
1956.....	424	438	366	640	1,868
1957.....	442	438	379	684	1,943
1958.....	470	469	394	714	2,047
1959.....	490	513	398	734	2,135
1960.....	507	545	421	762	2,235
1961 <sup>1</sup> .....	528	546	444	816	2,334

<sup>1</sup>Preliminary.

TABLE 2--Unmanufactured Tobacco: Free World exports by major suppliers, average 1947-51, annual 1952-61

(Export weight)

Year	United States	Greece and Turkey	Canada, India, and Rhodesias and Nyasaland	Other	Total
	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>
Average:					
1947-51....	486	177	196	278	1,137
Annual:					
1952.....	396	217	238	316	1,167
1953.....	519	266	213	304	1,302
1954.....	454	258	238	340	1,290
1955.....	540	253	263	335	1,391
1956.....	510	241	289	372	1,412
1957.....	501	347	256	382	1,486
1958.....	482	261	279	427	1,449
1959.....	466	271	300	367	1,404
1960.....	496	261	319	445	1,521
1961 <sup>1</sup> .....	501	340	358	477	1,676

<sup>1</sup>Preliminary



TABLE 3--Flue-Cured Tobacco: Estimated Free World exports by major producers, averages 1934-38, 1947-51 and 1952-56, annual 1957-61

(Export weight)							
Year	United States	Rhodesias and Nyasaland	India	Canada	Others	Total	U. S. share of total
	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Percent</i>
Average:							
1934-38	325	20	14	7	8	374	87
1947-51	388	72	40	20	11	531	73
1952-56	403	108	65	34	26	636	63
Annual:							
1957....	418	114	66	36	30	664	63
1958....	398	117	90	28	36	669	59
1959....	374	149	67	38	28	656	57
1960....	409	165	65	36	30	705	58
1961 <sup>1</sup> ...	403	183	69	37	35	727	55

<sup>1</sup>Preliminary.

TABLE 4--Flue-Cured Tobacco: Average export prices, by major exporters, annual 1950-61

Year	United States	Canada	Rhodesias and Nyasaland	India
	<i>U.S. cents per lb.</i>	<i>U.S. cents per lb.</i>	<i>U.S. cents per lb.</i>	<i>U.S. cents per lb.</i>
1950.....	53.5	49.8	54.5	( <sup>1</sup> )
1951.....	64.5	56.8	56.5	29.1
1952.....	63.1	58.3	59.8	34.3
1953.....	66.8	55.8	61.3	33.9
1954.....	68.9	57.3	58.3	30.2
1955.....	67.3	57.3	61.4	28.6
1956.....	66.6	58.6	50.6	29.9
1957.....	72.9	59.7	60.2	34.0
1958.....	73.9	65.7	58.8	31.5
1959.....	75.0	65.2	56.9	37.0
1960.....	77.2	71.1	57.1	36.6
1961 <sup>2</sup> .....	79.4	72.9	59.2	31.6

<sup>1</sup>Not available.

<sup>2</sup>Preliminary.

TABLE 5--Flue-Cured Tobacco: Free World production, major producers, average 1950-54, annual 1955-62

(Farm sales weight)

Year	United States	Rhodesias-Nyasaland	Canada	India	Others	Total
	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>
Average: 1950-54	1,332	117	138	102	349	2,038
Annual:						
1955....	1,483	133	118	128	512	2,374
1956....	1,423	178	149	139	569	2,458
1957....	975	149	152	130	615	2,021
1958....	1,081	156	181	105	656	2,179
1959....	1,081	195	152	137	669	2,234
1960....	1,251	222	206	157	662	2,498
1961 <sup>1</sup> ...	1,258	237	195	155	724	2,569
1962 <sup>1</sup> ...	1,372	234	181	164	686	2,637

<sup>1</sup>Preliminary.

TABLE 6--Unmanufactured Tobacco: Imports into the six original Common Market countries, by major suppliers, 1953-61

Year	United States	Greece and Turkey	Latin America	Other Common Market and Assoc. Terr.	India, Canada, Rhodesia	Others	Total
	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>
1953...	112	68	41	41	18	46	326
1954...	125	88	50	55	18	48	384
1955...	116	92	50	43	18	51	370
1956...	121	85	48	45	21	55	375
1957...	123	95	57	33	25	54	387
1958...	119	91	55	43	30	58	396
1959...	114	87	56	41	39	68	405
1960...	128	77	49	45	51	91	441
1961 <sup>1</sup> ...	125	81	61	49	50	108	474

<sup>1</sup>Preliminary.

Note: European Common Market includes Belgium, Luxembourg, France, Italy, Netherlands, and West Germany.

TABLE 7--Tobacco: Estimated factory use in Western Europe,<sup>1</sup>  
by origin, average 1950-54, annual 1955-61

Year	Total	Domestic leaf	Imported leaf			U.S. share	
			Total	United States	Other foreign	Total	Im- ported
	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Percent</i>	<i>Per- cent</i>
Average: 1950-54	1,054	286	768	345	423	32.7	44.9
Annual:							
1955.....	1,147	311	836	348	488	30.3	41.6
1956.....	1,162	301	861	358	503	30.8	41.6
1957.....	1,183	311	872	357	515	30.2	40.9
1958.....	1,212	312	900	360	540	29.7	40.0
1959.....	1,219	304	915	356	559	29.2	38.9
1960.....	1,254	309	945	359	586	28.6	38.0
1961 <sup>2</sup> .....	1,288	304	984	363	621	28.2	36.9

<sup>1</sup>Excludes Greece and Yugoslavia.

<sup>2</sup>Preliminary.

TABLE 8--Unmanufactured Tobacco: U.S. exports by major destinations,  
fiscal years 1950-62  
(Declared export weight)

Year ending June 30	United Kingdom	Western Germany <sup>1</sup>	Other Western Europe	Far Pacific	Other	Total
	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>
1950.....	156.9	69.2	151.8	72.9	29.8	480.6
1951.....	150.3	74.8	158.0	61.6	32.7	477.4
1952.....	220.1	52.5	125.3	82.4	37.6	517.9
1953.....	105.2	84.8	130.6	86.1	41.6	448.3
1954.....	127.6	64.8	138.0	92.6	35.5	458.5
1955.....	152.5	47.0	138.4	87.7	36.0	461.6
1956.....	203.6	73.3	155.4	107.2	38.2	577.7
1957.....	148.4	66.6	148.7	93.8	43.2	500.7
1958.....	164.9	65.7	129.4	77.0	35.3	472.3
1959.....	151.2	75.9	131.2	84.0	31.0	473.3
1960.....	140.1	67.9	130.9	68.0	49.7	456.6
1961.....	167.3	67.1	154.0	69.8	46.0	504.2
1962.....	150.7	83.7	157.0	84.2	44.4	520.0

<sup>1</sup>Includes both West and East Germany, but shipments to East Germany were minor.

## RECENT PUBLICATIONS

U. S. Tobacco Faces Increased Competition in New Zealand. FT 1-62, January 1962. A 9-page summary of the current situation in the New Zealand tobacco industry.

France: Important Tobacco Market With Growth Potential. FT 2-62, February 1962. An 11-page summary of the French tobacco industry, with emphasis on prospects for tobacco imports into France.

U. S. Tobacco Exports Up a Little in 1961. FT 3-62, March 1962. A 14-page summary of statistical data on U. S. tobacco exports for 1960 and 1961.

Malaya: Rapidly Growing U. S. Tobacco Market. FT 4-62, March 1962. A 12-page summary of developments in the Malayan tobacco industry, with particular emphasis on possibilities for larger leaf imports from the United States.

European Common Market Import Duties on Tobacco and Effects on United States Tobacco. March 1962. A 27-page summary of the likely effects of Common Market tobacco duties on EEC imports of U. S. tobaccos.

International Cigarette Trade Turned Upward in 1960. FT 8-62, May 1962. A 4-page summary of international trade in cigarettes, with statistical data for all major countries.

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South America's Tobacco Industry. FAS-M-139, August 1962. A 56-page summary of all phases of the tobacco industry in all South American countries.

World Tobacco Production. FT 13-62, December 1962. A 14-page review of world tobacco production, by producing countries and kinds of tobacco, for 1962, with comparisons.

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(These publications are available upon request to the Information Division, Foreign Agricultural Service.)